## ABSTRACT OF DISCLOSURE

An independent motor/reductor drives a conveyance device that feeds a converting press. The converting press includes a number of stations including a feeding station, a converting station, a waste stripping station and a delivery station. The conveyance device services the stations and includes two endless gripper bar chains to convey sheet material through the converting press. A transverse drive shaft drives the conveyance device under the control of the independent motor/reductor. The independent motor/reductor provides motion trajectories for the conveyance device that are independent of, but synchronized with, the serviced stations. The arrangement improves throughput, reduces machine wear and results in a simplified design.